



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:  
Laura Le KUSUMOTO et al.

Application No.: 09/675,958

Filed: September 29, 2000

Conf. No.: 1238

For: SYSTEM AND METHOD FOR  
CONSUMER-SELECTED  
ADVERTISING AND BRANDING  
IN INTERACTIVE MEDIA

Art Unit: 3629

Examiner: Jonathan P. OUELLETTE

Attorney Docket No. 43461-201892

Customer No.

**26694**

PATENT TRADEMARK OFFICE

**INFORMATION DISCLOSURE STATEMENT**

Commissioner for Patents  
Post Office Box 1450  
Alexandria, Virginia 22313-1450

Sir:

Applicants respectfully submit this Information Disclosure Statement pursuant to 37 C.F.R. 1.97 and 1.98 within the time specified in 37 C.F.R. 1.97(b).

Enclosed is a PTO Form 1449 listing three (3) references. Copies of the references are included.

Applicant respectfully submits in order to provide a complete record, a copy of the non-search notification from the corresponding international application.

This Information Disclosure Statement is submitted together with a Amendment and Reply Under 37 C.F.R. § 1.116. Should any additional fee be required for consideration of this Information Disclosure Statement, the Commissioner is hereby authorized to charge such fees to Deposit Account No. 22-0261.

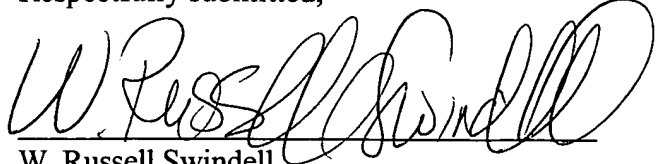
09/16/2004 SDIRETA1 00000059 09675958

03 FC:1806

180.00 OP

Applicants have complied with all the requirements set forth in 37 C.F.R. 1.97. It is respectfully requested that the Examiner consider the references and make them of record.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "W. Russell Swindell", written over a horizontal line.

Date: September 15, 2004

W. Russell Swindell  
Registration No. 50,906  
VENABLE Attorneys  
P.O. Box 34385  
Washington, D.C. 20043-9998  
Telephone: 202-344-4000  
Facsimile: 202-344-8300

::ODMA\PCDOCS\DC2DOCS1\580449\1



PTO/SB/08a/b (08-03)  
Approved for use through 07/31/2006. OMB 0651-0031  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

<b>Substitute for form 1449A/B/PTO</b>  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (Use as many sheets as necessary)				<b>Complete if Known</b>	
				Application Number	09/675,958
				Filing Date	September 29, 2000
				First Named Inventor	Laura Lee KUSUMOTO et al.
				Art Unit	3629
				Examiner Name	Jonathan P. OUELLETTE
Sheet	1	of	1	Attorney Docket Number	43461-201892

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
	A1				
	A2				
	A3				
	A4				
	A5				
	A6				
	A7				
	A8				

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)				
	B1	WO 01/88803 A2 – Non-Search	11-22-2001			
	B2					
	B3					
	B4					
	B5					

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

NON PATENT LITERATURE DOCUMENTS				
Examiner Initials <sup>*</sup>	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>	
	C1	ELKIN, Tobi, "What Is There?", < <a href="http://www.there.com">http://www.there.com</a> > last visited August 17, 2004 at 9:31 p.m., pages 2 pgs.		
	C2	"Adaboy," < <a href="http://www.adaboy.com">http://www.adaboy.com</a> > >>NY-Pittsburg-LA, 622 Second Avenue Pittsburg, PA 15219> 2 pgs., Undated advertising brochure based on U.S. Patent No. 6,036,601		
	C3			
	C4			
	C5			

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--